

PRACTICAL BUSINESS GUIDE

Local SEO

Explain the three broad conditions behind useful local visibility without pretending they are disclosed algorithmic weights.

How Proximity, Prominence and Relevance Interact

Local SEO is the work of making a business understandable and credible for searches where place matters. It spans the website, listings, service context and consistent business details.

01

Represent one real business.

Customers encounter one current address, service area and business identity.

02

Claim only realistic locations.

Realistic location boundaries reduce enquiries the operation cannot sensibly serve.

03

Connect place with service.

The website acknowledges the place involved in the customer search.

[Use this guide →](#)

PURPOSE

The problem this guide helps you see

MISSION

Explain the three broad conditions behind useful local visibility without pretending they are disclosed algorithmic weights.

WRITTEN FOR

Local services, venues, clinics, stores and businesses where the customer location materially affects whether the offer is relevant.

USEFUL BOUNDARY

This is a diagnostic framework, not a formula for Google. It tests whether the real business and its online representation agree.

DEFINITION

Local SEO is the work of making a business understandable and credible for searches where place matters. It spans the website, listings, service context and consistent business details.

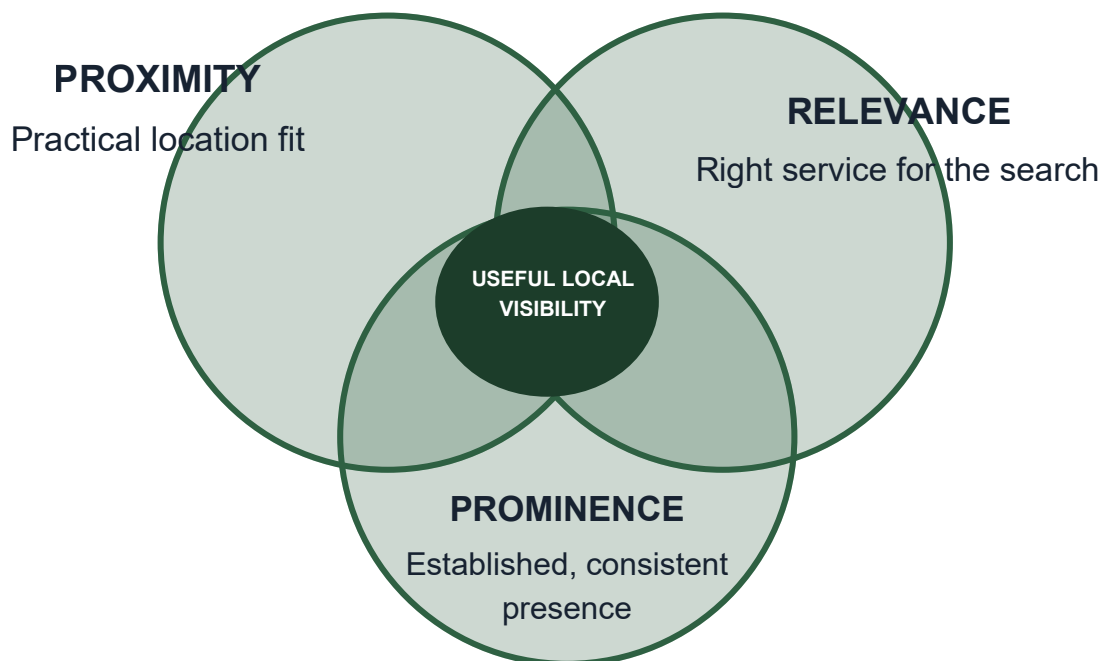
THINK OF IT LIKE THIS

A local recommendation works when the business is nearby, known and genuinely suited to the request. Remove any one of those and the recommendation weakens.

MECHANISM

How Proximity, Prominence and Relevance Interact

Use the mechanism to locate the gap before choosing a tactic.



This is a diagnostic framework, not a disclosed formula or weighting system.

ACCURACY BOUNDARY

Search systems change. Judge observable relationships and the live customer experience rather than claiming a secret platform formula.

COMMERCIAL EFFECT

Why this matters beyond a ranking report

Visibility becomes commercially useful only when the customer, page and operating business remain aligned.

WHAT CHANGES

Clarity

Customers encounter one current address, service area and business identity.

WHAT CHANGES

Demand fit

Realistic location boundaries reduce enquiries the operation cannot sensibly serve.

WHAT CHANGES

Landing relevance

The website acknowledges the place involved in the customer search.

WHAT CHANGES

Credibility

External profiles and the website reinforce the same operating reality.

WHAT CHANGES

Maintenance

Duplicate and outdated versions become visible as ownership problems.

WHAT CHANGES

Prioritisation

Local work focuses on meaningful service areas instead of the widest possible radius.

Evidence boundary: these mechanisms explain what to inspect. They do not promise a position, traffic level, rich result or commercial outcome.

FAULT REGISTER • 1 OF 2

What I would flag

Severity reflects customer and commercial impact, not a disclosed ranking weight.

CRITICAL

Business location details disagree

Address or service-area information conflicts across the website and important listings.

Customers and platforms encounter several versions of the same business.

MAJOR

The website has no useful local context

A genuinely local service never plainly explains where it operates.

The profile has to carry the whole location story after the click.

MAJOR

The claimed service area is unrealistic

The search strategy pursues places the operation is poorly positioned to serve.

Visibility can create demand that the business cannot deliver well.

FAULT REGISTER • 2 OF 2

What I would flag

Severity reflects customer and commercial impact, not a disclosed ranking weight.

MODERATE

Local relevance is only implied

Meaningful suburbs, landmarks or service areas are absent where customers need them.

The connection between service and place remains ambiguous.

MODERATE

Old listings remain visible

Duplicate or legacy business profiles still describe outdated details.

Customers must decide which version is current before they can act.

READ NEXT

Technical SEO

A locally relevant page still needs to be discoverable, accessible and represented clearly.

Read next →

CORRECTION

The assumption that keeps this fault alive

COMMON MYTH

Local SEO is just the Google Business Profile.

Better framing: The profile is one prominent surface inside a wider consistency pattern across the website, listings and the real operating business.

WHY IT PERSISTS

The profile is visible

A single familiar interface feels like the entire local system.

WHY IT PERSISTS

Details are distributed

Address and service information can drift across many owners and platforms.

WHY IT PERSISTS

A wider radius looks better

Claimed reach is mistaken for useful reach.

WORKING CONTROL

Choose a source of truth

Own the current business details in one place.

WORKING CONTROL

Name real service areas

Use operating reality rather than aspiration.

WORKING CONTROL

Reconcile old versions

Find and correct important duplicates.

Useful boundary: diagnose the actual constraint before adding another search tactic.

STANDARD

What a working version looks like

This is a diagnostic standard. The exact implementation depends on the live business, page and search context.

AREA	FAILING PATTERN	WORKING PATTERN
Business identity	Several versions	One current representation
Address	Conflicts between surfaces	Consistent where published
Service area	Maximum possible radius	Realistic operating coverage
Website context	Location absent	Place and service connected plainly
Listings	Old profiles ignored	Important legacy versions resolved
Measurement	Visibility anywhere	Useful demand in serviceable locations

QUICK SELF-CHECK

- The current address is consistent wherever it matters
- The service area reflects operating reality
- The website explains where the service is available
- Location pages serve genuine customer needs
- Important old listings have been identified
- Local visibility is judged by useful demand, not radius

RELEVANT FOLLOW-UP SERVICE

SEO, GEO & Google Visibility Review

Use this when you need the live visibility picture inspected and prioritised.

from \$249

DUE DILIGENCE

Five questions worth asking whoever manages search

Useful answers should point to live evidence and separate observation from inference.

01

Which locations genuinely matter to the business?

02

Where are address and service-area details published?

03

Which local searches represent useful demand?

04

Which pages explain local service availability?

05

Which old listings or business versions still exist?

WHAT A USEFUL ANSWER SOUNDS LIKE

Ask what is true on the current site and why it matters to this business - not which tactic is fashionable or which dashboard number looks largest.

How Proximity, Prominence and Relevance Interact.

Represent one real business. Claim only realistic locations. Connect place with service. Keep the customer task, live page and operating reality connected.

PRIMARY NEXT STEP

Technical SEO

A locally relevant page still needs to be discoverable, accessible and represented clearly.

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Want help applying this to your business?

Bring me the locations that matter and the current website and listing details. I can map where the online business agrees with reality and where it drifts.

[Discuss the task →](#)